



Federal Communications Commission
Washington, D.C. 20554

November 23, 2007

DA 07-4690

Released: November 23, 2007

CERTIFIED MAIL – RETURN RECEIPT REQUESTED

KSWO Television Company, Inc.
KSWO-TV
P.O. Box 708
Lawton, OK 73502

Re: KSWO Television Company, Inc.
KSWO-TV, Lawton, OK
Facility ID No. 35645
File No. BRCT-20060130ARA

Dear Licensee:

This letter refers to your license renewal application for station KSWO-TV, Lawton, OK.

In the Children's Television Act of 1990, Pub. L. No. 101-437, 104 Stat. 996-1000, *codified at* 47 U.S.C. Sections 303a, 303b and 394, Congress directed the Commission to adopt rules, *inter alia*, limiting the number of minutes of commercial matter that television stations may air during children's programming, and to consider in its review of television license renewals the extent to which the licensee has complied with such commercial limits. Pursuant to this statutory mandate, the Commission adopted Section 73.670 of the Rules, 47 C.F.R. § 73.670, which limits the amount of commercial matter which may be aired during children's programming to 10.5 minutes per hour on weekends and 12 minutes per hour on weekdays. *Children's Television Programming*, 6 FCC Rcd 2111, 2118, *recon. granted in part*, 6 FCC Rcd 5093, 5098 (1991). The commercial limitations became effective on January 1, 1992. *Children's Television Programming*, 6 FCC Rcd 5529, 5530 (1991).

On January 30, 2006, you filed the above-referenced license renewal application for station KSWO-TV. In response to Section IV, Question 5 of that application, you certify that, during the previous license term, station KSWO-TV failed to comply with the limitations on commercial matter in children's programming specified in Section 73.670 of the Commission's Rules. In Exhibit 19, you state that station KSWO-TV exceeded the children's television commercial limits on four occasions between March 25, 2000 and November 20, 2004. Of those four overages, two were five seconds in duration and two were six seconds in duration.

It appears from the information before us that the overages in question were *de minimis* violations of the children's television commercial limits. Such violations of Section 73.670 of

the Commission's Rules do not warrant further consideration in connection with KSWO-TV's renewal application.

Accordingly, IT IS ORDERED that, a copy of this Letter shall be sent by First Class and Certified Mail, Return Receipt Requested to the licensee at the address listed above, and to its counsel, Brendan Holland, Esquire, Davis Wright Tremaine, LLP, 1500 K Street, N.W., Suite 450, Washington, D.C. 20005.

Sincerely,

Barbara A. Kreisman
Chief, Video Division
Media Bureau